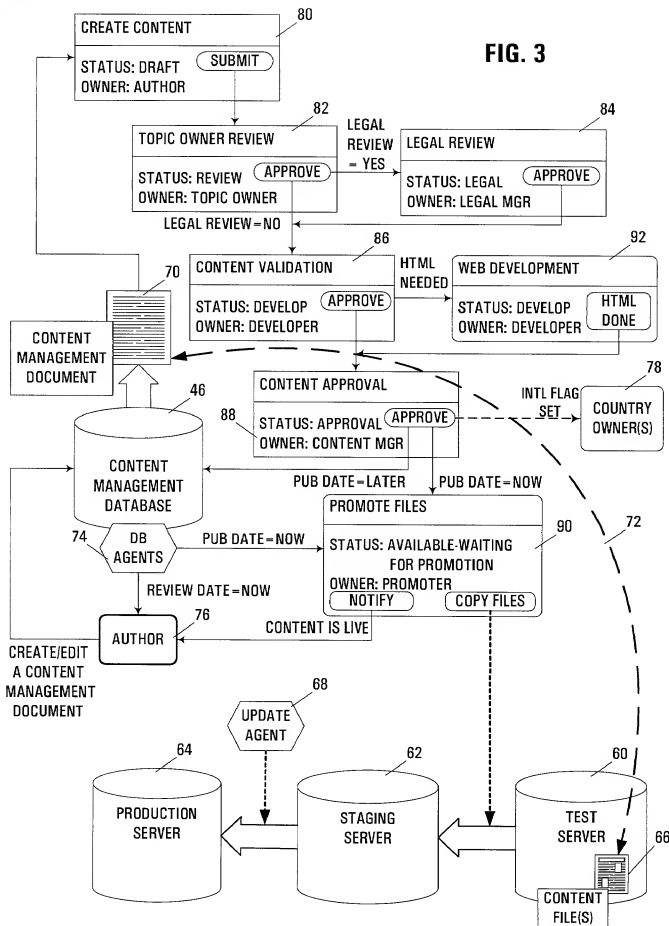


FIG. 3



100

101

102 CONTENT MANAGEMENT DOCUMENT

DOCUMENT NUMBER:	21590257	104	108
CONTENT AUTHOR:	JOHN DOE/IBM	NEW AUTHOR:	114 NEW AUTHOR
CREATED ON:	106 2001/1/1 12:02A	CONTENT CATEGORY:	MARKETING
STATUS:	110 REVIEW	112	116 TOPIC OWNER: JIM SMITH/IBM
DATE OF LAST STATUS:	2001/1/2	NEXT ACTION REQ'D BY:	JIM SMITH/IBM
NATIONAL LANG. VERS.	RELATED DOCS	118	

120 INSTRUCTIONS

IS THIS A SPECIAL PROCESSING ITEM? ☐ YES ☒ NO

122 HELP STEP 1 - SELECT A TOPIC AREA

TOPIC:	126	WHITE PAPERS
INDUSTRY:	128	NOT INDUSTRY SPECIFIC
COUNTRY PAGES:	130	WORLD WIDE PAGE

122 HELP STEP 1A - NOTIFY OTHER TOPIC OWNERS

OTHER TOPICS:	134	OTHER TOPICS
SHOPPING SITE:	136	<input type="radio"/> YES <input checked="" type="radio"/> NO
SYSTEM SALES:	138	<input type="radio"/> YES <input checked="" type="radio"/> NO
PARTNER INFO:	140	<input type="radio"/> YES <input checked="" type="radio"/> NO

122 HELP STEP 2 - DESCRIBE YOUR WEB PAGE

TITLE:	144	SERVER WHITE PAPERS
SHORT SUMMARY:	146	READ WHAT EXPERTS HAVE TO SAY ABOUT KEY TOPICS -- AND CHECK OUT...
KEYWORDS:	148	WHITE PAPERS, SERVER
INTERNATIONAL CONTENT:	150	<input type="radio"/> YES <input checked="" type="radio"/> NO

125

132

142

FIG. 4A

122

HELP

STEP 3 - DEFINE WHEN YOUR PAGE(S) ARE PUBLISHED, REVIEWED, AND REMOVED

WEB PUBLICATION DATE:	162	<input type="radio"/> WHEN APPROVED	<input checked="" type="radio"/> SPECIFY DATE
PUBLICATION DATE:	164	2001/2/1	
REVIEW DATE:	166	2001/7/1	
EXPIRATION DATE:	168	2001/8/1	

160

122

HELP

STEP 4 - DETERMINE IF LEGAL SHOULD REVIEW YOUR PAGE(S)

HAS CONTENT BEEN APPROVED BY LEGAL?	172	<input type="radio"/> YES	<input checked="" type="radio"/> NO
NAME OF LEGAL APPROVER	174	MIKE JONES/IBM	
COMPARATIVE OR NEGATIVE REFERENCES TO COMPETITORS OR RELATIVE STRENGTHS/WEAKNESSES OF NON-IBM PRODUCTS?		<input type="radio"/> YES	<input checked="" type="radio"/> NO
UNANNOUNCED PRODUCTS, STATEMENT OF DIRECTION, OR CONFIDENTIAL OR SIMILAR INFORMATION OF IBM OR THIRD PARTY?		<input type="radio"/> YES	<input checked="" type="radio"/> NO
PERFORMANCE CLAIM FOR AN IBM PRODUCT?	180	<input type="radio"/> YES	<input checked="" type="radio"/> NO
UNANNOUNCED IBM PRODUCTS, PRICES OR TERMS?	182	<input type="radio"/> YES	<input checked="" type="radio"/> NO
MARKET SHARE OR RELATIVE STRENGTHS AND WEAKNESSES OF IBM OR ANOTHER COMPANY?	184	<input type="radio"/> YES	<input checked="" type="radio"/> NO

170

176

178

122

HELP

STEP 5 - LIST THE FILES BEING ADDED, CHANGED OR DELETED

192

FILES ADDED/CHANGED:	/WHPAPR/INDEX.HTM, /WHPAPR/RSWPM13002401F.HTM, /WHPAPR/PDF/RSWPM13002401F.PDF
----------------------	---

190

122

HELP

STEP 6 - ENTER YOUR CONTENT

196

ADD THE FOLLOWING WHITE PAPER:

TITLE: IBM SERVER ADVANTAGE: ON THE CUTTING EDGE OF NEXT GEN E-BUSINESS

CONTENT OWNER: JOHN DOE/IBM

SOURCE FILES: RSWPM13002401F.HTM, RSWPM13002401F.PDF

194

122

HELP

ADD COMMENTS

STEP 7 - ENTER COMMENTS OR SPECIAL INSTRUCTIONS, 200

202

INITIALS-DATE-COMMENTS

JIM SMITH/IBM - 2001/1/2 - BROKEN LINK FOUND AT LINE 7, ADD LINK TO SHOPPING SITE, PLEASE FIX AND RESUBMIT

198

FIG. 4B

122 **HELP** STEP 8 - LIST YOUR CONTACT INFORMATION

YOUR EXTERNAL PHONE NUMBER:	507-555-0021	212
YOUR INTERNAL PHONE NUMBER:	555-0021	214
YOUR FAX NUMBER:	507-555-1234	216

210

STEP 9 - SUBMIT YOUR CONTENT

220

ROLE-SPECIFIC CONTROLS (FIGS. 5-10)

222 **GENERATE META DATA** 224

```
<HTML>
<HEAD>
<TITLE> SERVER WHITE PAPERS</TITLE>
<META HTTP-EQUIV="TITLE" CONTENT="SERVER WHITE PAPERS">
<META NAME="DESCRIPTION" CONTENT="READ WHAT EXPERTS HAVE...
...

```

DEVELOPMENT: ENTER THE URL FOR THE CONTENT ON SERVER: 226

URL:

HTTP://EXAMPLE.IBM.COM:8080/WH PAPR/INDEX.HTM

DEVELOPMENT: LIST ALL FILES FOR THIS CONTENT ITEM: 228

PATH/FILE NAMES:

/WH PAPR/INDEX.HTM, /WH PAPR/RSWPM13002401F.HTM,
/WH PAPR/PDF/RSWPM13002401F.PDF, /WH PAPR/OWN.HTM, /WH PAPR/V4R1.HTM,...

230

ACTIVITY LOG:

TOPIC OWNER APPROVAL BY:			236
LEGAL APPROVAL BY:			238
DEVELOPER APPROVAL BY:			240
FINAL APPROVAL BY:			242
SUBMITTED BY:	JOHN DOE/IBM	2001/1/1 12:02A	232

FIG. 4C

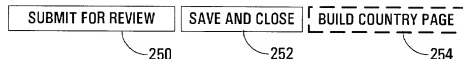


FIG. 5

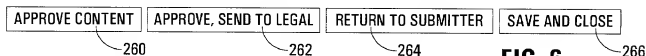


FIG. 6



FIG. 7

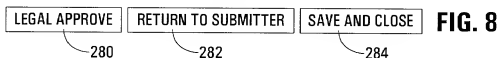


FIG. 8



FIG. 9



FIG. 10

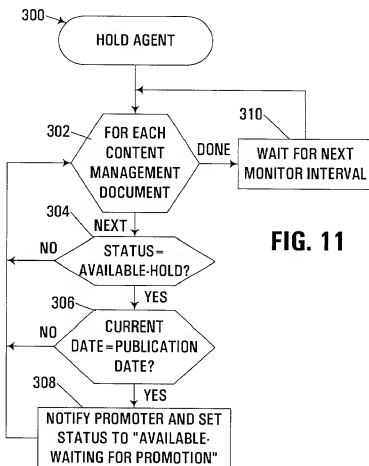
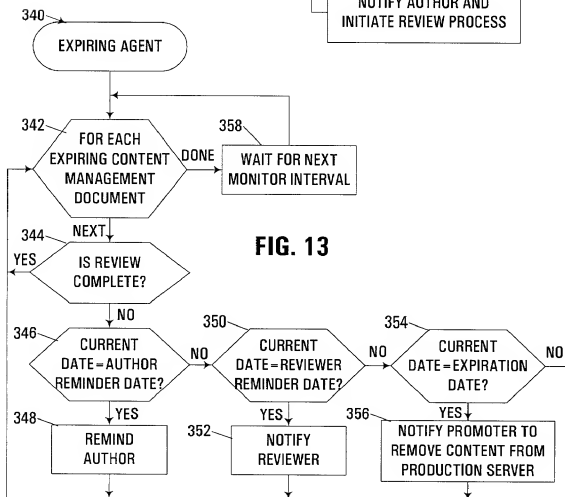
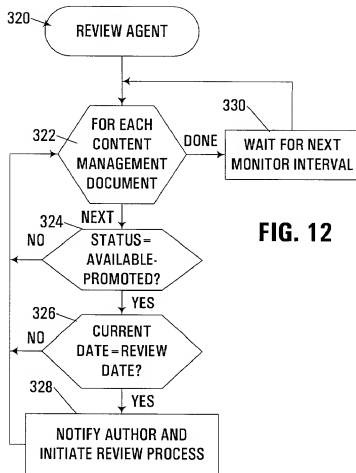


FIG. 11



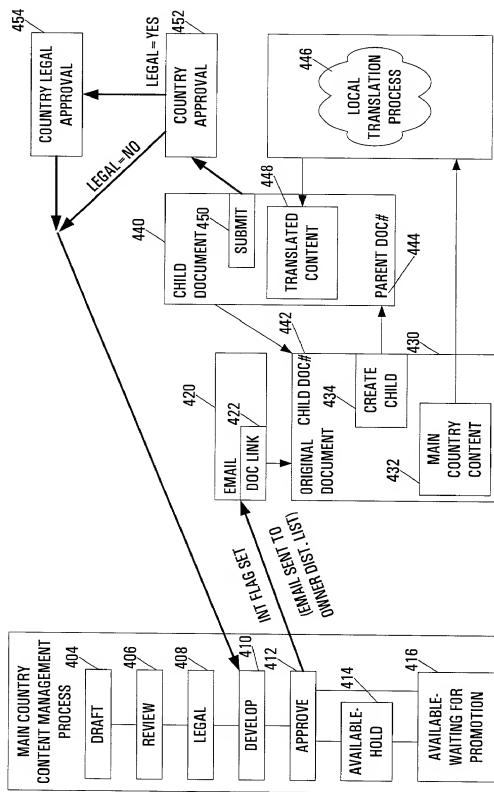


FIG. 14